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# New Editor of Time 'Bending Old Formula' to Give Magazine a Different Approach

By ROBERT A. WRIGHT

Last spring, a little more than a year after the death of Henry R. Luce, Time magazine began writing about the world in a new way.

Tonight, as Time's editors and writers send the weekly news magazine to press, they will be working in a slightly different way than the week before. Next week promises to be still more different.

Time is changing — the way it writes, edits and presents the news — because of a new managing editor, Henry Anatole Grunwald, who took over last May.

Now with the press of the election coverage behind him, Mr. Grunwald has started to swing his new broom even faster.

One senior editor has been given a corporate job not connected with the magazine. Another senior editor has exchanged places with the San Francisco bureau chief. Staffers are being reassigned in New York and elsewhere. A new Washington bureau chief has been named. Scores of correspondents are changing posts throughout the world.

Mr. Grunwald, a 46-year-old Vienna-born intellectual who joined the magazine as a part-time night copy boy in 1944 while he was still at New York University, where he won a Phi Beta Kappa key, has leavened the tone of Time to the degree that his personality contrasts with that of his predecessor.

Otto Fuerbringer, Mr. Grunwald's predecessor, is described by colleagues as an extremely talented journalist and forceful administrator.

"Otto was a meat-and-potato journalist," a former subordinate remarks. "Not anti-intellectual, but puritanical and Midwestern in outlook," says the former Time staffer, a Middle Westerner.

"Otto is a straight Republican and this was reflected in a responsible reporting job and the magazine. Henry, I think, is probably apolitical, without preconceived notions."

The implication was that Mr. Fuerbringer was more likely to fashion stories to fit neatly into a formula devised—and modified over the years—by the imposing personality of Mr. Luce, who founded the magazine in 1923. Mr. Fuerbringer now is in charge of finding newspaper properties for Time, Inc.

Yet Mr. Grunwald, whom Mr. Luce long had in mind for the managing editorship, does not see any of the changes he has made as being out of line with what Mr. Luce would have wanted.

"It is my belief that Time has been not only a very successful magazine but also a very good one," he said in an interview this week. "I did not see the need for an instant revolution."

For Time staffers, however, a thousand flowers have bloomed.

Mr. Grunwald said he was "bending the old formula, not destroying it."

"Like any organization or society," he said, "the problem is to get a balance between control and freedom. I think we should have more freedom than we had before."

Under the old formula, writers and editors in Time's New York headquarters reworked the million or so words filed each week by the magazine's 108 staff correspondents and 341 part-time correspondents around the world into tightly condensed articles that contained little of the impressions of the reporters. Reports from the field largely were culled for facts that would imbue stories with on-the-spot presence.

While he said he regarded the work of his predecessors highly, Mr. Grunwald believes the magazine should be more expert, "to be right about things, really knowing about them—that doesn't mean dull."

More Bylines Given  
And he is trying to give correspondents a greater voice in the magazine by giving the formerly anonymous contributors bylines and using more of their writing.

Mr. Grunwald holds the correspondent's impression of an event very important.

"There are many times when that impression needs to be corrected, when the correspondent doesn't have the over-view," he said. "But our man on the scene has to prevail."

"I don't think a man can do a responsible reporting job and be overruled week after week," Mr. Grunwald said.

Thus, during the recent Presidential campaign, Time readers were presented with excerpts from a dialogue between two correspondents who had switched assignments covering the two major candidates and compared notes in the pages of the magazine.

What applies to correspondents also applies to writers in New York. "We are trying to encourage our writers to write less impersonally, to develop

And Mr. Grunwald is "still experimenting" with the magazine's layout, changing cover concepts, adding headlines and boxes inside. These layout changes are "not all that important in themselves" but are symbolic of other changes, Mr. Grunwald contended.

Mr. Grunwald said he wanted Time coverage to have



Henry A. Grunwald

greater depth, to avoid pet crusades. He said he felt Time's position in the recent Presidential campaign was neutral, although unhesitating in pointing up what it thought were weaknesses in either party. "Being fair doesn't mean that you have to have a yes, but on the other hand, wishy-washy approach," he said.

"I think we have an absolute duty to make up our minds," he said. "People are always just a tiny bit scared when they are told we're doing a cover story on them."

"I don't think I want that to change," Mr. Grunwald added with a trace of a smile across his broad face.

Before "you edit copy, you must edit people," Mr. Grunwald said. "I don't mean brainwashing. Quite the contrary. I am trying to spur people to make their own changes."

In line with that notion, Mr. Grunwald last month took his entire New York writing staff—but not his editors—to Bermuda for two days to "let them have their say on everything." Mr. Grunwald noted that the writers "never before had the opportunity to speak

"It produced quite a few sparks," he said.

Mr. Grunwald speaks with enthusiasm of things intellectual and believes that the modern world and the bombardment of facts and impressions from television, makes what many regard as Mr. Luce's missionary zeal for teaching even more important for Time.

"Teaching may sound kind of pompous and corny, but it is taking place on a higher level than it used to," he said.

Intellectualism, Mr. Grunwald believes, is no longer strictly for the ivory tower. To beef up coverage in this area, Mr. Grunwald plans to introduce a new section in the magazine, tentatively titled Behavior. This section will treat of developments in sociology, psychology, "with a little cultural anthropology and philosophy."

Mr. Grunwald concedes that Newsweek magazine has proved to be a lively competitor, but in answer to a question he ascribed Time's changes to the changing times.

Newsweek, established five years after Time and admittedly imitative, began making some of the changes that Time is now making some time ago. Under Osborne Elliot, editor since 1961, Newsweek has revamped its cover format, introduced more signed opinion articles and given bylines to correspondents.

Whether any of the changes at Time can be attributed to those at Newsweek is debatable. If so, it might also work the other way round. Mr. Elliot, as he did two years ago, plans to take his senior editors to Puerto Rico for a weekend sorting out. All Newsweek domestic bureau chiefs will gather in Manhattan Monday for the same kind of talk.